

FIG. 1

BEGIN

PROVIDE A FEEDBACK QUESTIONNAIRE 210

RECEIVE FEEDBACK FOR A BROADCAST
IN RESPONSE TO THE QUESTIONNAIRE 220

PROVIDE THE FEEDBACK AND CHARACTERISTIC
INFORMATION OF THE VIEWER WHO
PROVIDED THE FEEDBACK TO A
SERVED SYSTEM 230

GENERATE A RATING BASED AT
LEAST IN PART ON THE FEEDBACK
AND CHARACTERISTIC INFORMATION,
THE RATING TO INDICATE A LIKELIHOOD
OF INTEREST OR ENJOYMENT IN THE
BROADCAST FOR POTENTIAL SUBSEQUENT
VIEWERS BASED ON CHARACTERISTICS
OF THE POTENTIAL SUBSEQUENT
VIEWERS 240

PROVIDE THE RATING TO THE
POTENTIAL SUBSEQUENT VIEWERS
AND PROGRAMMING PROVIDERS 250

END

FIG. 2

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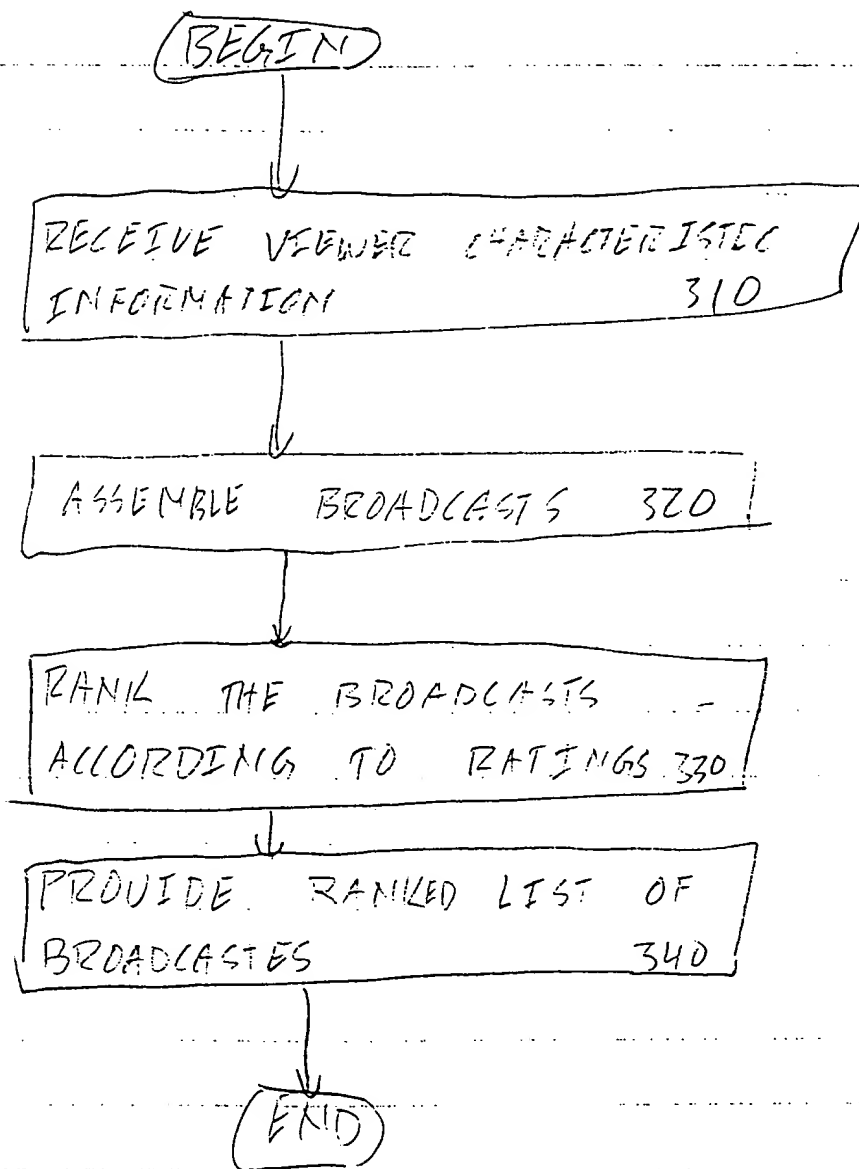


FIG. 3

FIG. 4

NEWS

REVIEW

BROADCAST SYNOPSIS:

SEGMENT A OF PRESIDENT
CLINTON'S NATIONAL ADDRESS
FOLLOWING HIS GRAND JURY TESTIMONY

PLEASE RESPOND TO THE FOLLOWING:

- ARE YOU REGISTERED TO VOTE? YES ☐ NO ☐
- POLITICAL AFFILIATION:
 - DEMOCRATE ☐
 - REPUBLICAN ☐
 - OTHER ☐
- GENDER MALE ☐ FEMALE ☐
- AGE CATEGORY:
 - UNDER 18 ☐
 - 19 to 25 ☐
 - 26 to 35 ☐
 - 36 to 45 ☐
 - 46 to 55 ☐
 - 56 to 65 ☐
 - OVER 66 ☐
- DO YOU APPROVE OF
THE PRESIDENT'S PERFORMANCE
IN OFFICE? YES ☐ NO ☐
- DO YOU APPROVE OF THE
PERFORMANCE OF SPECIAL
PROSECUTOR STARR?
YES ☐ NO ☐

BROADCAST FEEDBACK:

AFTER THE PRESIDENT'S NATIONAL ADDRESS,

- YOUR APPROVAL OF THE PRESIDENT'S
PERFORMANCE IN OFFICE HAS

- INCREASED. ☐
- DECREASED. ☐
- REMAINED THE SAME. ☐

- YOUR APPROVAL OF THE PERFORMANCE
OF SPECIAL PROSECUTOR STARR HAS

- INCREASED ☐
- DECREASED ☐
- REMAINED THE SAME ☐

SUBMIT

CANCEL

FIG. 5

NEWS REVIEW

BROADCAST SYNOPSIS:

SEGMENT A OF PRESIDENT
CLINTON'S NATIONAL ADDRESS
FOLLOWING HIS GRAND JURY
TESTIMONY.

CATEGORIZED RATINGS: (5,282 RESPONSES)

REGISTERED MALE DEMOCRATES AGES 14 to 25 WHO APPROVE:

X% INCREASE

Y% DECREASE

Z% REMAINED THE SAME

:

UNREGISTERED MALE REPUBLICANS AGES 56 to 65 WHO DISAPPROVE:

H% INCREASE

M% DECREASE

O% REMAINED THE SAME

:

FIG. 6

MOVIE

REVIEW

TITLE: THE GREAT ADVENTURES OF MIGHTY SLOTH

GENRE: CHILDREN, ANIMATED, EDUCATIONAL

SYNOPSIS: THE LOVEABLE MIGHTY SLOTH TRAVELS
(SLOWLY) THROUGH ENDANGERED RAIN FORESTS
OF SOUTH AMERICA.

PLEASE RESPOND TO THE FOLLOWING:

FOR VIEWERS UNDER 12

- GENDER BOY: ☐ GIRL ☐
- DID YOU LIKE THE MOVIE? YES ☐ NO ☐
- WOULD YOU LIKE TO SEE MORE MIGHTY SLOTH
ADVENTURES? YES ☐ NO ☐

FOR PARENTS:

- DO YOU APPROVE OF THE EDUCATIONAL
CONTENT OF THE MOVIE? YES ☐ NO ☐
- DO YOU APPROVE OF THE ENTERTAINMENT
VALUE OF THE MOVIE? YES ☐ NO ☐

SUBMIT

CANCEL

SCOTT ADAMS

FIG. 7

MOVIE REVIEWS

PLEASE SELECT ONE OR MORE MOVIE GENRES

ANIMATED ☒

ADULT ☐

CHILDREN ☒

DRAMA ☐

COMEDY ☐

EDUCATIONAL ☒

DOCUMENTARY ☐

PLEASE INDICATE AGE OF VIEWER:

SEARCH RESULTS:

1. THE GREAT ADVENTURES OF MIGHTY SLOTH.
THE LOVEABLE MIGHTY SLOTH TRAVELS
(SLOWLY) THROUGH ENDANGERED RAIN
FORESTS OF SOUTH AMERICA. (723 RESPONSES)
BOYS UNDER 12 - 83% APPROVAL
GIRLS UNDER 12 - 84% APPROVAL
PARENTAL APPROVAL OF EDUCATIONAL CONTENT - 77%
PARENTAL APPROVAL OF ENTERTAINMENT VALUE - 92%

2. SAY HELLO TO MR. CRICKET

:

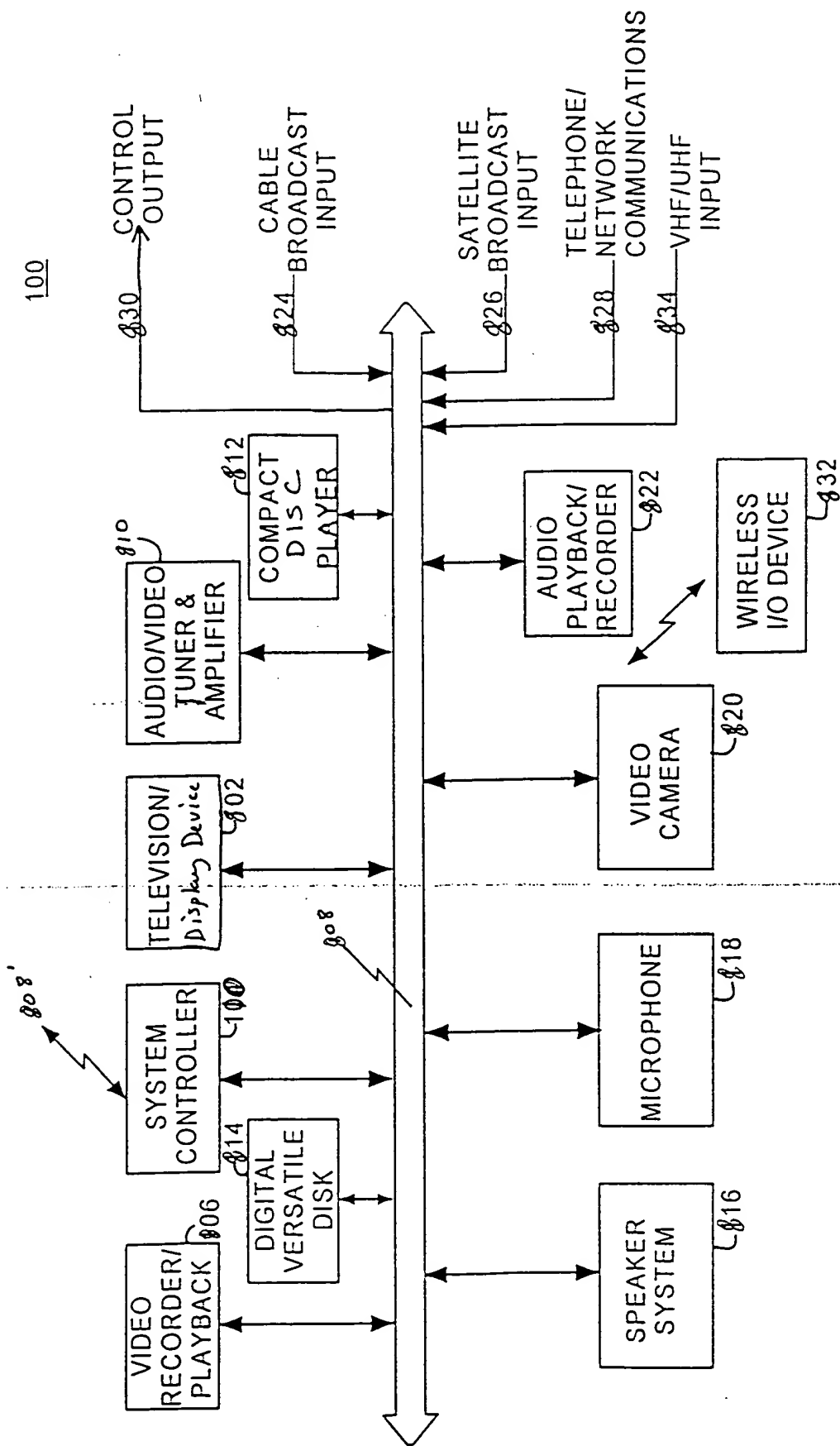


FIGURE 8

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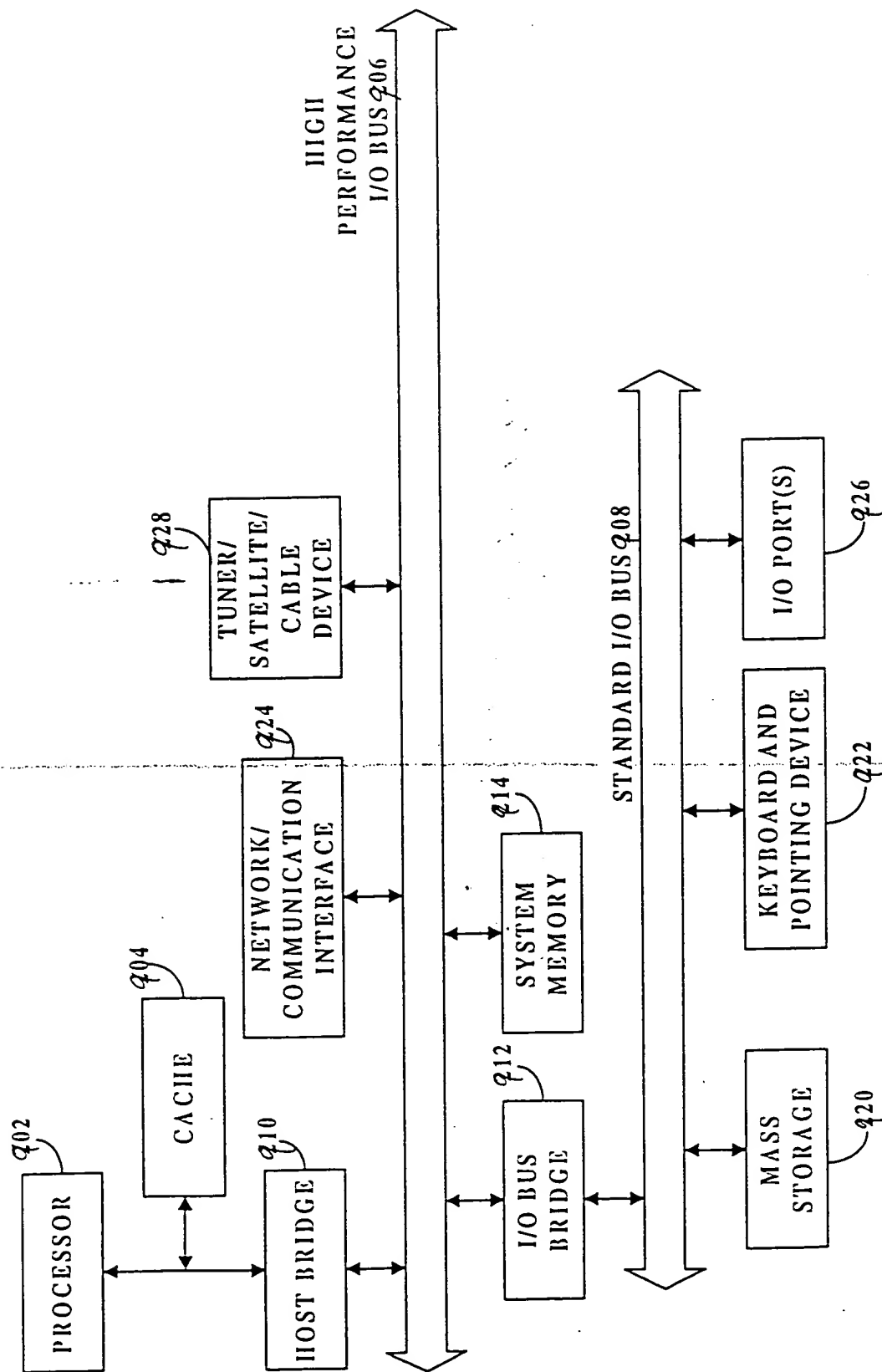


Fig. 2